

SPAWAR



October 30, 2002
San Diego Business Journal Event

Julie L. Krnc
Director, SPAWAR Small Business Program



AGENDA

- **Introduction**
- **Getting Started**
- **General Government Contracting Info**
- **Small Business Programs**
- **Finding Opportunities**
- **Upcoming Conferences**
- **Questions and Answers**



U.S. SMALL BUSINESSES ACCOUNT FOR:

50%	Gross National Product
>50%	Existing Jobs
>75%	New Jobs
44%	All Federal Revenue

House Small Business Committee, January 2002

A stylized, pixelated American flag serves as the background. The flag is oriented vertically, with the blue canton containing white stars on the left and the red and white stripes on the right. The stripes are slightly wavy, giving the impression of a flag blowing in the wind. The overall image has a low-resolution, digital-art aesthetic.

***“The survival of
small business is essential
to our Homeland Defense.”***

**President George W. Bush
October 24, 2001**

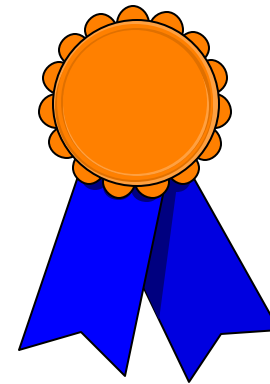


ASSUMPTION

- Timely Delivery



- Of A Quality Product



- At A Reasonable Price





GETTING STARTED: REGISTRATIONS

- **Identify your product or service**
 - Federal Supply Classification (FSC) or Product Classification Code (PSC)
 - North American Industry Classification (NAICS)
- **SBA Small Business Size Standards**
- **Data Universal Numbering System (DUNS) Number**
- **Central Contractor Registration**



SEE: DoN “Ten Steps to Success”
(See updated websites in this brief)



**IDENTIFY YOUR
PRODUCT/SERVICE BY:**

**FEDERAL SUPPLY
CLASSIFICATION CODE (FSC)
OR
PRODUCT SERVICE CODE (PSC)**

<http://www.thertg.com/secrc/fsc-codes/fsc.html>



FSC/PSC EXAMPLES

PSC

Description

D302	ADP systems development svcs
D307	Automated information system design & integration services
D308	ADP programming services



EXAMPLES: NAICS WITH SBA SIZE STANDARDS

- 234110 Highway/Street Const - \$28.5M**
- 327310 Cement Mfg – 750 employees**
- 541350 Building Inspection Svcs - \$6M**
- 541511 Custom Computer
Programming Svcs - \$21M**

<http://www.sba.gov/size/NAICS-cover-page.htm>



DATA UNIVERSAL NUMBERING SYSTEM (DUNS)

- Mandatory to register in CCR
- Provided by Dun & Bradstreet (D&B)
- Takes about 10 minutes; free
- Different DUNS for each location/
address & each legal division
- List sold to other companies – contact
D&B to request removal from marketing list



D&B 800-333-0505 or 610-882-7000
<http://www.dnb.com>



CENTRAL CONTRACTOR REGISTRATION (CCR)

- Mandatory to get a DoD contract
- Allows electronic payment
- **Must renew annually or expires**
- Automatically assigns a Commercial And Government Entity (CAGE) Code
- Assigns a Marketing Partner ID (MPIN) to access other government applications (EX: Past Performance Automated System, DoDBusOpps)



<http://www.ccr.gov>


SBA - PRO-Net Main Home Page - Netscape

File Edit View Go Communicator Help

Back Forward Reload Home Search Netscape Print Security Shop Stop


Bookmarks Location: <http://pro-net.sba.gov/> What's Related

Search IT User Support Phone Book WebCBT



PRO-Net

- What is PRO-Net?
- How to Use PRO-Net
- Update Profiles
- Search Database
- Register
- Opportunities & Resources
- Subcontracting Opportunities
- Comments



Procurement Marketing and Access Network
U.S. Small Business Administration

[Mailing Lists](#): Press Releases, Newsletters, Publications, etc.

[Privacy](#)

[SBA Home Page](#) [Disclaimer](#)

| [Text Only](#) |

Netscape Users - [Use 4.06 or Greater](#).
Also see [Netscape 6.0 Viewing Alert!](#)

Last Modified: 4-4-01

<http://pro-net.sba.gov>



What is PRO-Net?

<http://www.sba.gov>

- Database of about 200,000 small businesses
- Search engine
- TIP: Update profile every 18 months





GOVERNMENT USES OF PRO-NET DATABASE

- **Locate small business primes
(market research)**
- **Verify status:**
 - **certification on proposals**
 - **on proposed subcontracting plans**
 - **on prime subcontract reports &
during reviews**



INDUSTRY USES OF PRO-NET DATABASE

- **Locate small business subcontractors**
- **Locate teaming partners**
- **Verify status of proposed subcontractors**
- **Check out the competition**



BE FAMILIAR WITH REGULATIONS

- **Federal Acquisition Regulations (FAR)** <http://www.arnet.gov/far/>
- **Defense Acquisition Regulations Supplement (DFARS)** <http://www.acq.osd.mil/dp/dars/>
- **Navy Acquisition Procedures Supplement (NAPS)**
<http://www.abm.rda.hq.navy.mil/naps/index.html>

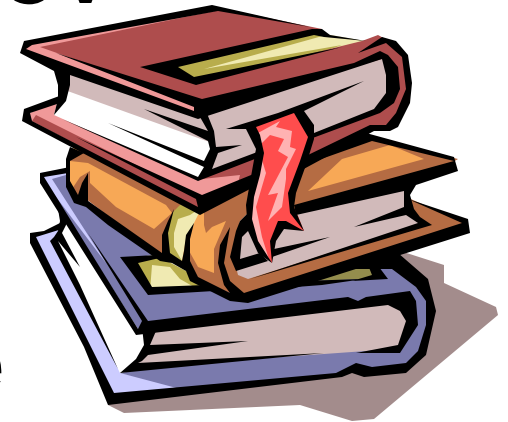
Regulation Comparison Tool
<http://www.abm.rda.hq.navy.mil>



BE FAMILIAR WITH REGULATIONS

- **SBA site as of Dec 5, 2001**
<http://www.BusinessLaw.gov>

- **Acquisition and Business
Management (ABM) Online**
<http://www.abm.rda.hq.navy.mil>





BASIC GOVERNMENT CONTRACTING

- **"Doing Business with Government"**

***FREE* on-line primer series:**

<http://www.fedmarket.com/vtools/articles/index.html>

- **Local training by SPAWAR, AFCEA, NDIA, SBA, SCORE, Contracting Opportunities Center, Buying activities, etc.**



GENERAL **CONTRACTING METHODS**

- **<\$2,500 Micro-purchase**
- **>\$2,500 <\$100,000**
 - **Simplified Acquisition Procedures (SAP)**
 - **Request for Quotation (RFQ)**
- **>\$100,000 (RFP or IFB)**
 - **Request for Proposal (best value)**
 - **Invitation for Bid (low bidder)**



PROCESS > \$100k ACTIONS

Market Research



**Solicitation Advertised
*Electronically***

(FEDBIZOPPS, SPAWAR site, etc.)



Solicitation Issued *Electronically*





PROCESS > \$100k ACTIONS

Electronically Submit Proposals



Proposals Evaluated



Negotiations (if required)



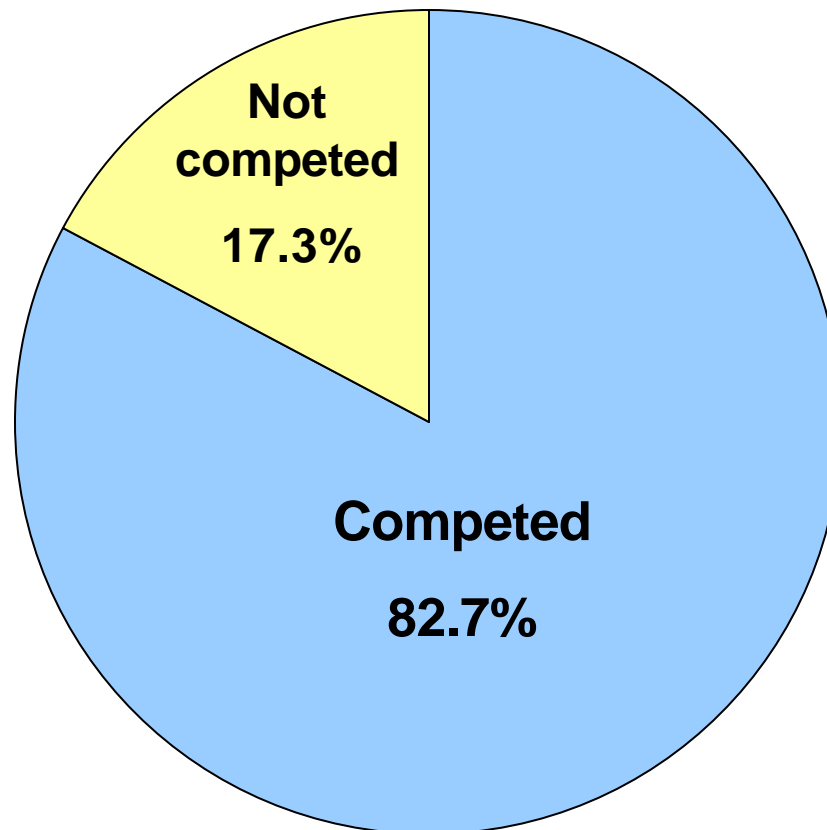
Award

<\$2,500	Micro-Purchase	<i>Not advertised</i>
>\$2,500 <\$25,000	Simplified Acquisition Procedures (SAP)	<i>Not advertised</i> Oral or RFQ <i>Normally reserved for small business</i>
>\$25,000 <\$100,000	SAP	FEDBIZOPPS Oral or RFQ <i>Normally reserved for small business set-aside</i>
>\$100,000	Formal/Large Contract	FEDBIZOPPS IFB or RFP ≥ 2 capable 8(a)/SB to be set-aside



SPAWAR CORPORATE - FY 2001

Level of Competition



CORPORATE COMPETITION GOAL = 80%



**What
difference
does it make
if I am a
small business?**





SMALL BUSINESS: FEDERAL POLICY

It is the policy of the Government to provide maximum practicable opportunities in its acquisitions to small business.....concerns. Such concerns must also have the maximum opportunity to participate as subcontractors...

FAR 19.201(a)



FY 03 DoD PRIME PERFORMANCE TARGETS

Small Business	23%
Woman-Owned Small Business	5%
Small Disadvantaged Business	5.2%
HUBZone	3%
Service-Disabled Veteran SB	3%
Historically Black Colleges & Universities/Minority Institutions	5%



SUBCONTRACT PLAN **REQUIREMENTS**

- Required from *large* businesses, work performed in U.S., not personal services
- Contracts or mods >\$500,000 (\$1M for construction), *if* subcontracting possibilities
- Must be approved before award
- Includes small business goals
- Small Business Liaison Officers



FY 03 DoD SUBCONTRACT PERFORMANCE TARGETS

Small Business	40%
Woman-Owned Small Business	5%
Small Disadvantaged Business	5%
HUBZone	***
Service-Disabled Veteran SB	3%

*****Negotiated in each Small Business Subcontracting Plan**



A FEW OF THE MAJOR SMALL BUSINESS PROGRAMS

- **Small Business**
- **Woman-owned Small Business**
- **Small Disadvantaged Business (SBA-certified)**
- **Section 8(a) SBA-Certified Small Disadvantaged Business**

Definitions FAR 19.001



QUALIFIED *HUBZONE* SB REQUIREMENTS

- Small business,
- Owned & controlled *only* by US citizens,
- *Principal* office located in a HUBZone,
- At least 35% of the concern's employees must reside in a HUBZone,

AND

- Concern must be certified by SBA.
(on-line application available)





HUBZONE PROGRAM

- **Federal contracting opportunities for qualified SBs located in distressed areas**
- **Sole source award justification possible**
- **Price evaluation preference (10%)**
- **Set-aside procedures allowed**
- **HUBZone-certified 8(a) firms eligible for benefits under both programs**

<http://www.sba.gov>





HUBZone Empowerment Contracting Program

[SBA HOME](#)

[HUBZone](#)

[PRO-Net](#)

[SEARCH](#)

[COMMENTS](#)



*Community
Based:*

- *Empowerment*
- *Employment*
- *Enterprise*

Upgrade Recommended
for Netscape V: 4.05 and earlier users

What's New

Who We Are

What We Do

Find Out if You Are in a HUBZone

Frequently Asked Questions

Library and Resources

Applying For The HUBZone Certification





VETERAN-OWNED SMALL BUSINESS (P.L. 106-50)

- **Must be a small business**
- **Must be owned and controlled 51% or more by a veteran**
 - **Veteran = active duty, honorable discharge**
 - **Includes reserves w/active duty (not training time)**
- **Currently “best effort” goal for VOSB prime contracts**





SERVICE DISABLED VETERAN OWNED SMALL BUSINESS

(P. L. 106-50 & P.L. 106-554)

- **Must be a small business**
- **Must be owned & controlled 51% or more by a service- disabled veteran**
 - **Meet veteran requirements**
 - **Service Disabled = discharged with service connected disability from 0-100%**
- **Prime contract statutory goals**
 - **3% S-D VOSB**
- **Subcontract statutory goals**
 - **3% VOSB & 3% S-D VOSB**





SPECIAL VETERAN RESOURCES

- **Dept of Veterans Affairs Center for Veterans Enterprise**
 - <http://www.vetbiz.gov>
- **Association for Service Disabled Veterans**
 - [Bill Truitt wjt@asdv.org](mailto:Bill_Truitt_wjt@asdv.org)
- **SBA Veterans Business Development**
 - <http://www.sba.gov/VETS>
- **California Disabled Veteran Business Enterprise Alliance**
 - <http://www.ca-dvbea.org>



SMALL BUSINESS CERTIFICATION REQUIREMENTS

Small Business	<u>Self</u>-certify
Woman-Owned Small Business	<u>Self</u>-certify (may change)
Small Disadvantaged Business [includes 8(a)]	SBA certify
HUBZone	SBA certify
Service-disabled Veteran Owned SB	<u>Self</u>-certify (except for CA State contracts)
Veteran Owned SB	<u>Self</u>-certify (except for CA State contracts)



FINDING OPPORTUNITIES

- Identify your customer
- Finding opportunities
- Subcontract
- Prime Contract



SEE MARKETING 101 PRESENTATION

Back Forward
Bookmarks
Search IT User Support Phone Book WebCBT

http://www.fedbizopps.gov

ed Biz Opps

Federal Business Opportunities

Find Business
Opportunities

General
Information

Section 508

Vendor Notice

Interface

Description

Management

Responsibility

Frequently Asked
Questions

Privacy and
Security Statement

Privacy and
Security Statement

FedBizOpps
Stats

What's New?

DO Awards

8 Compliance

FedBizOpps.gov is the single government point-of-entry (GPE) for Federal government procurement opportunities over \$25,000. Government buyers are able to publicize their business opportunities by posting information directly to FedBizOpps via the Internet. Through one portal - FedBizOpps (FBO) - commercial vendors seeking Federal markets for their products and services can search, monitor and retrieve opportunities solicited by the entire Federal contracting community.



★ Related Links

- ▶ Demo FBO
- ▶ DoDBusOpps
- ▶ Federal Agency Business Forecasts
- ▶ Federal Assets Sales
- ▶ Federal Commons
- ▶ Firstgov
- ▶ Minority Business Development Agency
- ▶ PRO - Net
- ▶ SUB - Net (Subcontracting Opportunities)
- ▶ Vendor Notification Service

★ Contact Information

- ▶ Email: fbo.support@gsa.gov
- ▶ Phone: 877-472-3779 (Toll Free)

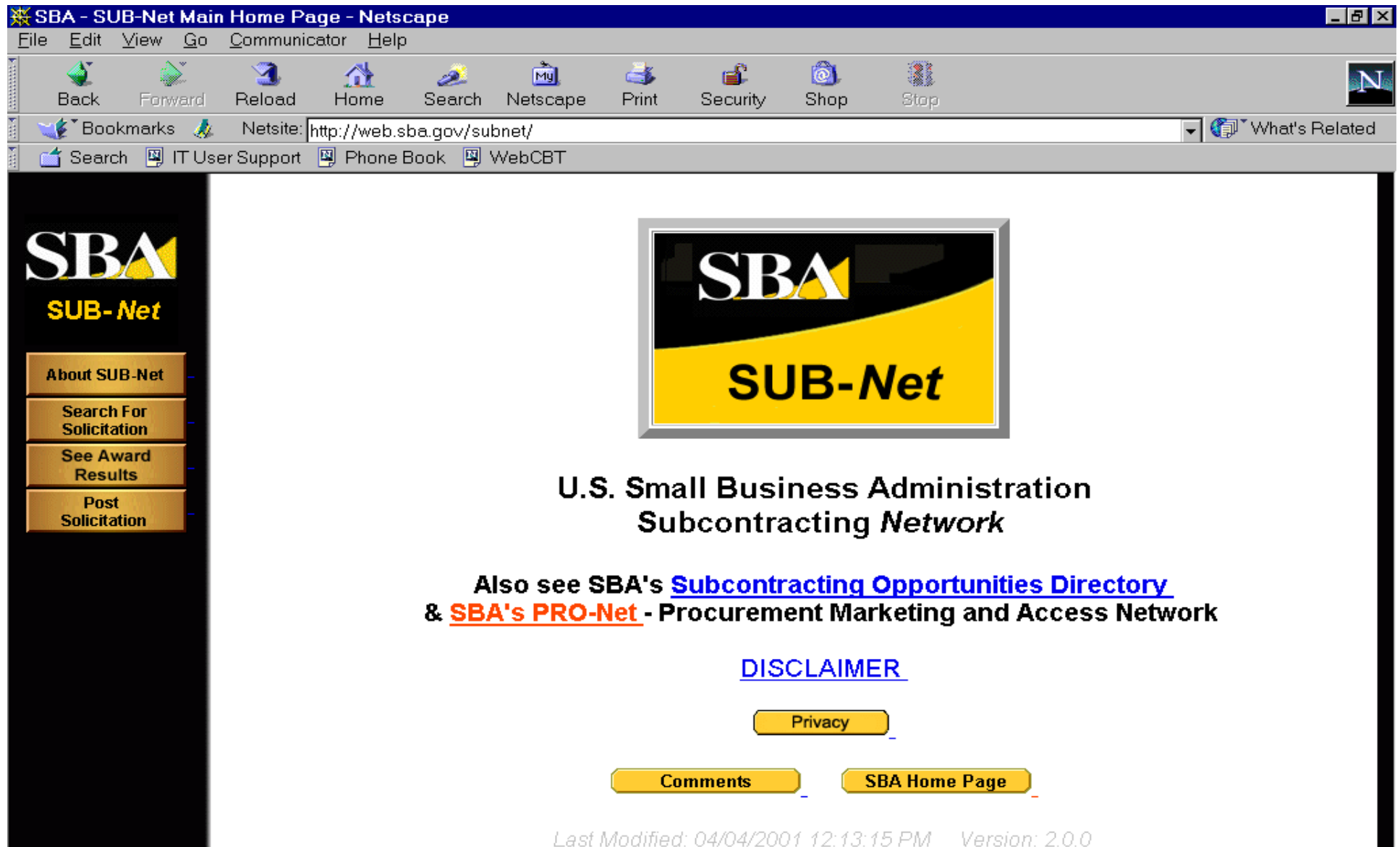


SUBCONTRACTING OPPORTUNITIES

- **FEDBIZOPPS award announcements**
- **SPAWAR List of Top 55 Contractors**
- **SPAWAR Business Opportunities website
click on “Awards”**
- **Subcontracting Opportunities with DoD
Prime Contractors**

**[http://www.acq.osd.mil/sadbu/publications/
subdir/index.html](http://www.acq.osd.mil/sadbu/publications/subdir/index.html)**

AND.....



http://web.sba.gov/subnet/ OR
http://www.sba.gov



What is Sub-Net?

<http://www.sba.gov>

- **Network system of large/small contractors**
- **Prime contractors use to post subcontract opportunities / sources sought for teaming partners**
 - **Locate HUBZone/VOSB/WOSB/etc.**
 - **May include solicitations or other notices**
 - **Be sure to print a copy**



Who Can Post Solicitations and Notices in Sub-Net?

- **Large Business**
- **Small Business**
- **Federal Agencies**
- **State and Local Governments**
- **Non-profit Organizations**
- **Colleges and Universities**

SBA - SUB-Net - Netscape

File Edit View Go Communicator Help


Back Forward Reload Home Search Netscape Print Security Shop Stop

Bookmarks Netsite: http://web.sba.gov/subnet/dsp_detailed_bid_record.cfm?bid_seq_num=2056 What's Related

Search IT User Support Phone Book WebCBT

SBA
SUB-Net

About SUB-Net
Search For Solicitation
See Award Results
Post Solicitation


FedBizOpps
The Freedom of Opportunity

Prime's Name: General Services Administration
Contact: Paul Martin
Address 1: 1301 Clay Street, Suite 500N
Address 2:
City: Oakland State: CA
Zip: 94612
Phone: 510-637-3884
Fax: 510-637-3883
Email: paul.martin@gsa.gov
SIC Code: 4813
NAICS Code: 421690
Description: NAICS 235310, 421690. GSA issues CONNECTIONS RFP providing equipment, labor, and turnkey solutions to meet a variety of telecomm infrastructure needs worldwide. MA/IDIQ with base of 3 years and 5 one-year renewal options. Goto answer.gsa.gov/cCONNECTIONS
Sol. Number: 9TE-PM-02-0001
Last Bid Date: 09/11/2002
Time: 4:00 PM PDT
Reserved for SB: N



FREE RESOURCES

- **Government Small Business Offices**
- **Small Business Liaison Officers (SBLO)**
- **Small Business Administration**
 - **<http://www.sba.gov>**
 - **San Diego: Linda Coakley,
(619) 557-7250, ext. 1153
Linda.coakley@sba.gov**



PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)

- **Counseling**
- **Registration Assistance**
- **Bid-matching**
- **Training**
- **San Diego Contracting Opportunities Center –
Luz Velasco (619) 285-7020 sdcoc@pacbell.net**

<http://home.pacbell.net/sdcoc/>



SERVICE CORPS OF RETIRED EXECUTIVES (SCORE)

- **Counseling (in-person, field, or email**
- **Training**
 - **EXAMPLE: “Sales & Marketing: Your Competitive Advantage or How do you beat your competition?” 11/16/02 8:30-4:30 \$45 pre-register; \$55 at door**
Pt Loma Nazarene University, Mission Valley
Register on-line or (619) 557-7272

<http://www.score.org>



ORGANIZATIONS

- **DoD Western Region Small Business Council**
 - <http://www.dodwrc.org>
- **San Diego Supplier Development Council**
 - President: Tin Hla (858) 455-2519
- **National Defense Industrial Association (NDIA)**
 - <http://www.ndia-sd.org>
- **Armed Forces Communications & Electronics Association (AFCEA)**
 - <http://www.afcea-sd.org>



UPCOMING CONFERENCES

- **Nation-wide Navy-sponsored conferences announced on DoN Small and Disadvantaged Business Utilization (SADBU) site and click on “Procurement Conferences”**

<http://www.hq.navy.mil/sadbu/>

- **Watch your customer's websites!!**

A stylized, pixelated American flag serves as the background for the slide. The flag is oriented vertically, with the blue canton containing white stars on the left and the red and white stripes on the right. The stripes are slightly wavy, giving the impression of a flag blowing in the wind. The overall image has a low-resolution, digital-art aesthetic.

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